WHAT IS CLAIMED IS:

1. An ID assigning method, comprising:

recording, in an apparatus, content which is made usable by recording a release key in the apparatus;

recording, in the apparatus, ID setting instructions;

executing the ID setting instructions; and

creating an ID distinctive to the apparatus, the ID usable to acquire the release key.

- 2. The method of claim 1, wherein the ID is created based on a randomly acquired numeric value.
- 3. The method of claim 1, wherein the ID is created based on data representing a date and time.
- 4. The method of claim 1, wherein the ID is created based on data representing a present position.
- 5. The method of claim 1, wherein the ID is created based on a parameter related to the apparatus.
- 6. The method of claim 5, wherein the parameter related to the apparatus is a registered home location of the apparatus.
- 7. The method of claim 5, wherein the parameter related to the apparatus is a number of registered locations stored in the apparatus.
- 8. The method of claim 5, wherein the parameter related to the apparatus is a distance coefficient.
- 9. The method of claim 5, wherein the parameter related to the apparatus is a travel distance of a vehicle related to the apparatus.

- 10. The method of claim 5, wherein the parameter related to the apparatus is a travel time of a vehicle related to the apparatus.
- 11. The method of claim 5, wherein the parameter related to the apparatus is a location of a found facility.
 - 12. An ID assigning method, comprising:

recording, in an apparatus, ID setting instructions for creating an ID distinctive to the apparatus;

determining a date and time;

determining a present position;

executing the ID setting instructions; and

creating the ID based on data representing the date and time, and data representing the present position.

13. An ID assigning apparatus, comprising a controller, the controller configured to:

record, in the apparatus, content which is made usable by recording a release key in the apparatus;

record, in the apparatus, ID setting instructions;

execute the ID setting instructions; and

create an ID distinctive to the apparatus, the ID usable to acquire the release key.

- 14. A navigation apparatus comprising the ID assigning apparatus of claim 13.
- 15. A storage medium storing a set of program instructions executable on a data processing device and usable for assigning an ID to an apparatus, the set of program instructions comprising:

instructions for recording, in the apparatus, content which is made usable by recording a release key in the apparatus;

instructions for recording, in the apparatus, ID setting instructions; instructions for executing the ID setting instructions; and instructions for creating an ID distinctive to the apparatus, the ID usable to acquire the release key.